

## FIG. 1 PRIOR ART

	116	k-Through								Ç	3
), 1999		Promotional Click-Through	2,231	1,278	1,234	1,210	1,199	1,245	1,119	899	753
1's for December 30	7114	User	Visitor	Partner	Customer	Visitor	Customer	Visitor	Partner	Partner	Customer
Report: Promotional Click-Through's for December 30, 1999	7112	Web Pagé ID	1. Home Page 3	2. Home Page 2	3. General Product Description	4. General Product Description	5. Services Q&A	6. News: Press Release 3	7. News: Press Release 2	9. Services Q&A	10. Home Page 1



**FIG. 2** 

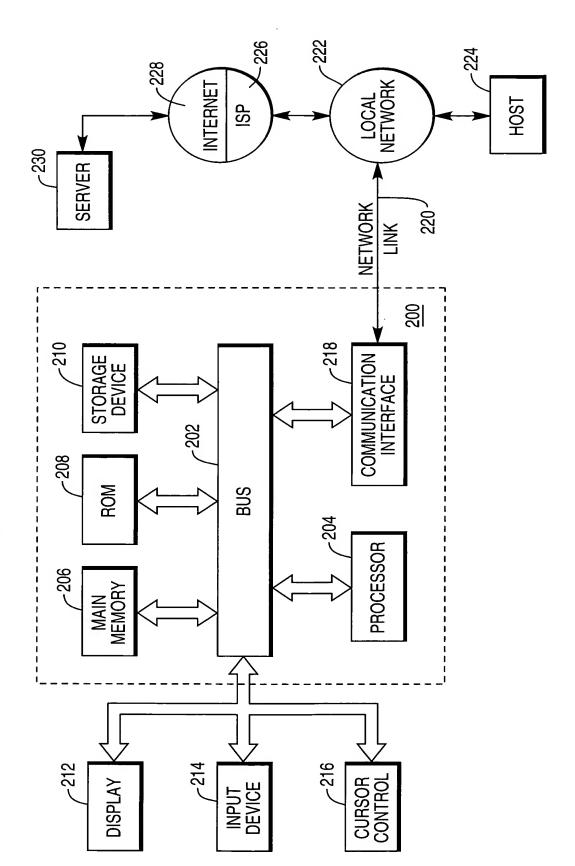
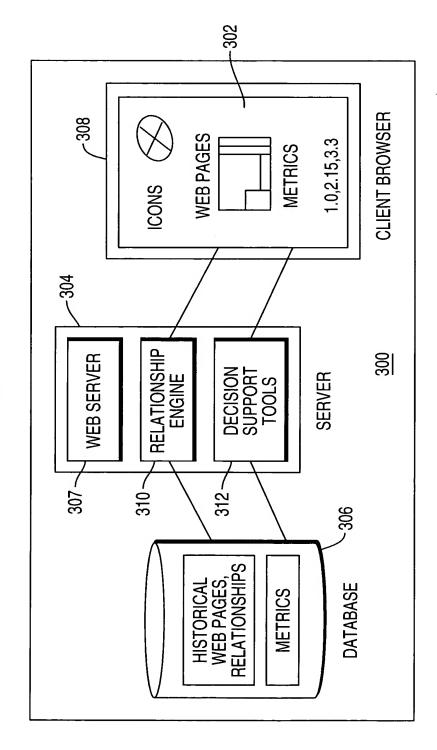


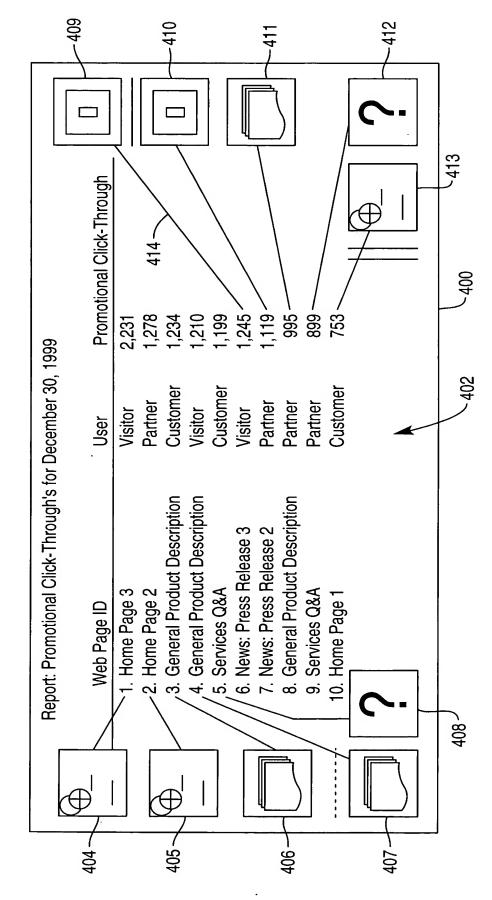


FIG. 3



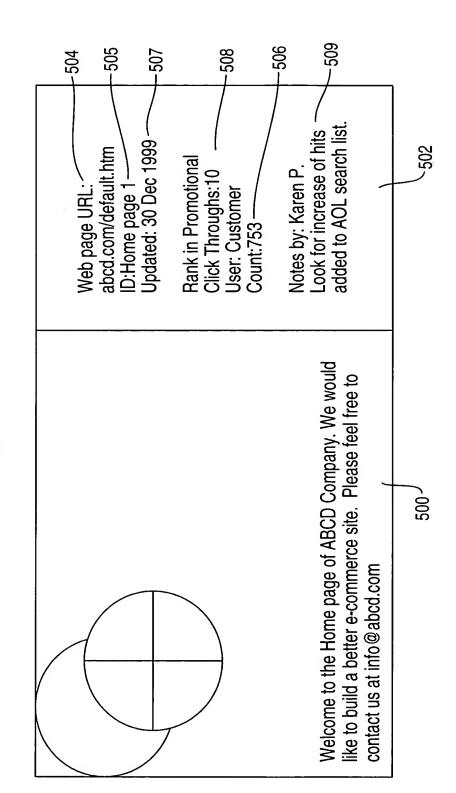


## **FIG. 4**





**FIG. 5** 





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Assortment Planning and Allocation		Repo	Report: 06b-Sales Demand ContribPerform By Brand	s Demand	ContribPe	erform By	Brand			4
Customer Profiling and Purchasing     Efficient LocalStore Assortment An     In-Season Assortment Tracking &				Drill Down	)own					
☐ Intelligent Cross Channel☐ Intelligent E-Analysis	Product Vendor ID	Product Vendor	Sales	\$ Sales	\$ Nargin	Margin %	Unit Sales to Total %	\$ Sales to Total %	\$ Margin to Total %	
Untelligent E-Referral	200	☐ OrganizationName - 500	48		254	38.80%	1.00%	1.34%	1.36%	
Promotional Analysis 2 - Market Ba	501	☐ OrganizationName - 501	99	492	130	26.31%	1.35%	1.00%	%69:0	
Sales Analysis Store Performance, Expense and L	502	☐ OrganizationName - 502	26	992	289	37.71%	2.02%	1.56%	1.54%	
vendor Analysis	503	☐ <u>OrganizationName -</u> 503	94	1,222	545 4	44.64%	1.96%	2.49%	2.91%	
	504	OrganizationName - 504	32	306	118	38.76%	0.67%	0.62%	0.63%	
	202	☐ <u>OrganizationName -</u> 505	88	949	393 4	41.39%	1.83%	1.93%	2.10%	
	206	☐ <u>OrganizationName -</u> 506	09	504	183	36.39%	1.25%	1.03%	0.98%	
	507	☐ <u>OrganizationName -</u> 507	40	255	85 3	33.35%	0.83%	0.52%	0.45%	
	508	☐ OrganizationName - 508	80	906	305	33.36%	1.67%	1.85%	1.61%	
▼	509	☐ OrganizationName - 509	23	191	71	37.37%	0.48%	0.39%	0.38%	•
G								Ontemet	net	П

FIG. 6



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Assortment Planning and Allocat								
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1 01b-Sales vs Margin by Re	15,000							
01c-Region Share Sales	10.000	-						
110 01c-Region Share Sales (p			-		-			
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LLb 02.1-Sales Contribution by	0		   	_ _ _ _	- - - -		- rail & Sares	
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Ub 02.2-Sales < PlanException		osəqu	оѕәді	osəQı	osəqu	osəqu		
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IIIb 02a-Cum Year End Sales v		ㅂ	Н	Н	Ħ	Ħ		
■ 02b-Cum Year End Sales v								•
10 02b-Cum Year End Sales v								
03a-Contribution By Store								
Ub 03a-Contribution By Store								
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■ 04a-Contribution Comparis								
## 04b-Contribution Comparis								
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III 05-Top10 VolSellers byCol								
■ 06a-Brand Sales & Profit C								-
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**FIG. 7** 



FIG. 8

